

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants	James M. Jensen, et al.
Serial No. 10/800,883	Filing Date: March 15, 2004
Title of Application:	METHODS AND SYSTEMS FOR GATHERING MARKET RESEARCH DATA
Confirmation No. 1953	Art Unit: 3623
Examiner	Unassigned

Commissioner for Patents
Post Office Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

Dear Sir:

In compliance with the duty of disclosure set forth in 37 C.F.R. 1.56, Applicants are filing this Information Disclosure Statement and the accompanying form PTO-1449, along with copies of the non-U.S. patent references. In accordance with the rules, copies of the U.S. patent references are not being supplied. Since no office action on the merits has issued, no fee is believed due.

Respectfully submitted,

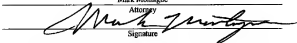


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Substitute for form 1448A/PTO				<div>Complete if Known</div> <table border="1"> <tr> <td>Application Number</td> <td>10/800,883</td> </tr> <tr> <td>Filing Date</td> <td>March 15, 2004</td> </tr> <tr> <td>First Named Inventor</td> <td>Jensen, et al.</td> </tr> <tr> <td>Group Art Unit</td> <td>3623</td> </tr> <tr> <td>Examiner Name</td> <td>Unassigned</td> </tr> <tr> <td>Attorney Docket Number</td> <td>25896-346</td> </tr> </table>		Application Number	10/800,883	Filing Date	March 15, 2004	First Named Inventor	Jensen, et al.	Group Art Unit	3623	Examiner Name	Unassigned	Attorney Docket Number	25896-346
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U.S. PATENT DOCUMENTS				
Examiner Initials	Cite No.1	U.S. Patent Document		Page(s), Columns, Lines, Others Relevant, Passages or Relevant Figures, Append
		Number	Name of Patentee or Applicant of Cited Document	
		5541585	Duhamel, et al.	7/1996
		5966696	Giraud	10/1999
		6286005	Cannon	9/2001
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		5461390	Hoshen	10/1995
		2003/0055707	Busche, et al.	03/2003

[illegible]

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¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language translation is attached.

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Examiner Name	Unassigned
Attorney Docket Number	25896-346

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NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		A New Positioning System Using Television Synchronization Signals; Matthew Rabinowitz and James J. Spiker, Jr.; (date unknown) pages 1-11	
		Is a Next Generation Positioning Technology Necessary?; Matthew Rabinowitz, Ph.D.; James J. Spiker, Ph.D. 6/17/02; 22 pages total	
		Various pages from Web site www.rosun.com; Rosun TV-GPS printed February 16, 2005; 13 pages total.	

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